

**EEO PUBLIC FILE REPORT**  
WBRC-TV Birmingham, AL  
December 1, 2009 – November 30, 2010

**Recruitment Sources Used For Full-Time Vacancies**

The Master List of Recruitment Sources (Attachment A) includes a list of recruitment sources, indicating names, address, contact person and telephone number of each. Sources with an asterisk (\*) denote organizations that requested notification of full-time job vacancies.

**Full-Time Positions Filled; Recruitment Sources Used (#'s in parenthesis)  
[With Hiree's Recruitment Source in Brackets]**

News Content Specialist (2) (##1-19, 20, 23, 26, 27, 28-32, 35-38)	[Hiree # 36 & 18]
News Content Specialist (##1-19, 20, 23, 26, 27, 28-32, 35-38)	[Hiree # 23]
Classified Internet Sales AE (##1-19, 20, 23, 26, 27, 28-32, 35-38)	[Hiree # 35]
General Sales Manager (##1-19, 20, 23, 26, 27, 28-38)	[Hiree # 23]
Traffic Assistant (##1-19, 20, 23, 26, 27, 28-32, 35-38)	[Hiree # 35]
Meteorologist (##1-19, 20, 23, 26, 27, 28-32, 35-38)	[Hiree # 35]
Anchor/Reporter (##1-19, 20, 23, 24, 26, 27, 28-32, 35-39)	[Hiree # 39]
Account Executive (##1-19, 20, 23, 26, 27, 28-33, 35-38)	[Hiree # 35]
Director (##1-19, 20, 23, 26, 27, 28-32, 35-38)	[Hiree # 20]
Graphic Artist (##1-19, 20-23, 26, 27, 28-32, 35-38)	[Hiree # 18]
Community Web Producer (2) (##1-19, 20, 23, 26, 27, 28-32, 35-38)	[Hiree # 18 & 18]

**Total Interviewees for all Full-Time Positions**

(60) Sixty interviewees

**Number of Referrals from Sources Used**

#18 (23 persons)  
#20 (2 persons)  
#23 (6 persons)  
#33 (3 person)  
#35 (15 persons)  
#36 (2 persons)  
#38 (7 persons)  
#39 (2 person)

**Supplemental Outreach Activities**

FCC Menu Of Recruitment Initiative contains a brief description of activities from the *FCC Menu* of outreach initiatives undertaken during the period (usually the prior year), including station personnel involvement.

Attachment B

**MASTER LIST OF RECRUITMENT SOURCES**  
**12/01/2010 – 11/30/2010**

(Sources with an asterisk (\*) denote organizations that requested notification of full-time job vacancies.)

**LOCAL COMMUNITY SOURCES** (including name of contact person, address and phone number)

1. Carolyn Lewis, Alabama A&M University, PO Box 997, Normal, AL 35762, 256-372-5690
  2. Cindi McGee, Alabama Broadcasters Association, 2180 Parkway Lake Drive, Hoover, AL 35244, 205-982-5001, [www.al-ba.com](http://www.al-ba.com)
  3. Ella Tucker, Alabama State University, 915 South Jackson Street, Montgomery, AL 36101, 334-229-4156
  4. Karen Allen, Auburn University, 400 Martin Hall, Auburn, AL 36849, 334-844-3864
  5. Peggy LoPresti, Birmingham Southern College, 900 Arkadelphia Road, Box 549010, Birmingham, AL, 35254, (205) 226-4719
  6. Marie C. Ottinger, Faulkner University, 5345 Atlanta Hwy., Montgomery AL, 36109, 334-386-7512
  7. Jacksonville State University, Bibb Graves Hall, Room 105, Jacksonville, AL 36265, 256-782-5484.
  8. Nancy Beauchamp, Jefferson State Community College, JC/LWH 216, Birmingham, AL 35242, 205-856-8588
  9. Dr. Kristie Rankin, Lawson State Community College, 3060 Wilson Rd SW, Birmingham, AL 35211, 205-929-3514
  10. Lisa Garrett, Samford University, Room 205, Ralph W. Beeson University Center, 800 Lakeshore Drive, Birmingham, AL 35229, 205-726-2980
  11. Alicia Pickett, Savannah College of Art and Design, 115 E York Street, Savannah, GA 31402, 912-525-4653, [www.collegecentral.com/scad](http://www.collegecentral.com/scad)
  12. Talladega College, 627 West Battle Street, Seymour Hall-115, Talladega, AL 35160, 256-761-6274
  13. Anne Clark, Troy State University, Troy, AL 36082, 334-670-3217
  14. Joy Jones, University of Alabama at Birmingham, Career Services, 1400 University Boulevard, Hill University Center, Suite 532, Birmingham, AL 35294, 205-934-4324
  15. Leigh-Anne Doss, University of Alabama at Birmingham, Department of Communication Studies, 205-934-3877
  16. Evelyn Hendon, University of Alabama, 751 Campus Drive, 330 Ferguson Center, Tuscaloosa, AL 35487, 205-348-5848
  17. Ronda Arnold, University of South Alabama, Meisler Hall Suite 2100, 307 University Blvd. N, Mobile, AL 36688
  18. WBRC Website/Raycom Media Website, [www.myfoxal.com](http://www.myfoxal.com) / [www.careers.raycommedia.com](http://www.careers.raycommedia.com)
  19. WBRC on-air advertisement, WBRC-TV, 1720 Valley View Drive, Birmingham, AL 35209, 205-322-6666
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## **ADVERTISING SOURCES** (Trades, Newspapers, Associations or Websites)

20. Alabama JobLink - <https://joblink.alabama.gov> and 3440 3<sup>rd</sup> Ave S, Birmingham, AL 35222
21. Creative Cow - <http://forums.creativecow.net/cowjobboard>
22. Sandy Lizik, Graeme Newell, <http://www.602communications.com>, [slizik@602communications.com](mailto:slizik@602communications.com)
23. TV Jobs, <http://www.tvjobs.com>
24. Mark Shilstone, Medialine, Box 51909, Pacific Grove, CA 93950, 800-237-8073, [www.medialine.com](http://www.medialine.com)
25. Karen Hunter, NAB Career Center, [www.nab.org](http://www.nab.org)
26. Career Women – <http://www.careerwomen.com/employer>, 503-221-7779
27. Diversity Search – <http://diversitysearch.com/employer>, 503-221-7779
28. National Association of Hispanic Journalist – 1193 National Press Building, Washington, DC 20045
29. Asian American Journalist Association – 1182 Market Street, Suite 320, San Francisco, CA 94102
30. NAACP – Metro Birmingham Branch, PO Box 1268, Birmingham, AL 35203
31. Birmingham Association of Black Journalist – PO Box 185, Birmingham, AL 36107
32. National Association of Black Journalist – 8701 A Adelphi Road, Adelphi, MD 20783
33. April Causey, Spots-N-Dots, [www.spotsndots.com](http://www.spotsndots.com), [april@spotsndots.com](mailto:april@spotsndots.com)
34. Birmingham News Paper – Nancy Bridgman
35. Referrals – Employees, Clients, Friends, Vendors
36. WBRC-TV Interns
37. Walk-Ins
38. Internal
39. Talent Agency

**DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES  
WBRC-TV Birmingham, AL**

Date(s) of Initiative Event(s): Continuous

Describe Nature of Initiative:

Student Intern Program

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

FOX6 offers an academic credit internship program for registered junior and senior college students, and graduate students year round.

Students will gain hands-on experience in the day-to-day operations of a fast-paced television environment.

Internships in the News Department will involve assisting the news staff with compiling packets of information, answering phones and other duties that will be useful in the news gathering process. This internship may include some field experience with News Reporters to cover developing stories. Interns are expected to assist producers with researching, scanning wires, and preparing news packets for News Anchors. Additionally, interns will assist Assignment Desk Editors and News Producers with phone calls to assist in the development of stories, as well as filing press releases, sorting scripts and writing practice scripts as needed.

Internships in the Sales Department will involve assisting sales staff with various duties. These duties include but are not limited to: calling on clients, filing orders and paperwork, creating presentations and pamphlets, assisting on client pitches/presentations, and other duties as needed.

Spring 2010 – 3 interns (News)  
Summer 2010 – 3 interns (News), 1 intern (Sales)  
Fall 2010 – 3 interns (News)  
Students come from a variety of schools.

Names of Station Personnel involved in Initiative:

Lantz Croft – Assistant News Director, David Crouch – Local Sales Manager  
Felicia Rylee – Admin Asst/Internship Coordinator  
Various news and sales department employees

**DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES  
WBRC-TV Birmingham, AL**

Date(s) of Initiative Event(s): Continuous

Describe Nature of Initiative:

Full-time job postings on minority websites.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

All job openings in the top 4 EEO categories are posted to the websites of media trade groups whose membership includes substantial participation by women and minorities, including

Career Women  
Diversity Search

Names of Station Personnel involved in Initiative:

Felicia Rylee – Executive Assistant

**DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**  
**WBRC-TV Birmingham, AL**

Date(s) of Initiative Event(s): Continuous

Describe Nature of Initiative:

Broadcasting of WBRC current job openings

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WBRC airs the below promo daily to allow viewers the opportunity to see all current job openings.

"WBRC is an equal opportunity employer and from time to time has open positions at the station. If you are interested in additional details about the current openings, please visit our website at [myfoxa1.com](http://myfoxa1.com) or send your resume to the address on the screen."

All open positions and the mailing address of the station are listed on the promo.

Names of Station Personnel involved in Initiative:

David Kelley – Sr. Marketing Producer; Felicia Rylee – Admin Assistant/EEOC Coordinator;  
Michelle Brown – Traffic Director

**DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES  
WBRC-TV Birmingham, AL**

Date(s) of Initiative Event(s): January 2010

Describe Nature of Initiative:

Employee Notification of Equal Employment and Harassment Policies

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

The company's EEO and Non-Harassment Policies were hand delivered to all station personnel. The policy was delivered to employee by their department head.

Names of Station Personnel involved in Initiative:

Jim Heinrich, Marketing Director; Dave Duncan, GSM; James Finch, News Director; Andy Cook, Lou Kirchen, GM  
Felicia Rylee – Admin Assistant/EEOC Coordinator

**DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES  
WBRC-TV Birmingham, AL**

Date(s) of Initiative Event(s): April 6, 2010

Describe Nature of Initiative:

Kids & Jobs Program

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Each spring, Birmingham youth are invited to apply for age-appropriate employment opportunities through the Kids & Jobs Program. Students between the ages of 14 and 25 are put to work in public, private and nonprofit sectors of the business community. Youth who are hired through the program go to work during the summer months.  
The program gives student the readiness needed to succeed in their future careers.

Sponsored by City of Birmingham Mayor's Office Division of Youth Services

Names of Station Personnel involved in Initiative:

Steve Crocker - Reporter  
Lantz Croft – Assistant News Director  
Various content department employees



**DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES**  
**WBRC-TV Birmingham, AL**

Date(s) of Initiative Event(s): May 11, 2010

Describe Nature of Initiative:

Navigating the FCC's Equal Employment Opportunity Rules Webinar

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Alabama Broadcasters Association held web training for all members in conjunction with the Michigan Broadcasters Association. The course covered discrimination, hiring, interviewing and equal employment requirements. Course was taught by EEOC lawyer. Subject matter was used to assist with the station management presentation.

Names of Station Personnel involved in Initiative:

Felicia Rylee – Admin Assistant/EEOC Coordinator

**DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES  
WBRC-TV Birmingham, AL**

Date(s) of Initiative Event(s): June 16, 2010

Describe Nature of Initiative:

Training to management level personnel regarding equal employment opportunity and discrimination prevention.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

EEOC Coordinator at WBRC provided personal training to all department heads and management employees. The course covered discrimination, hiring, interviewing and equal employment requirements.

Names of Station Personnel involved in Initiative:

Jim Heinrich, Marketing Director; David Kelley – Sr. Marketing Producer; Dave Duncan, GSM; David Crouch, LSM; Michelle Brown, Traffic Manager; James Finch, News Director; Lantz Croft, Assistant News Director; Jeff Shackelford, Assignment Desk Supervisor; Angie Bierley, Executive Producer; Dennis Washington, Senior Web Producer; Andy Cook, Chief Engineer; Kermit McCord, Engineering Supervisor; Lou Kirchen, GM  
Felicia Rylee – Admin Assistant/EEOC Coordinator - Presenter

**DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES  
WBRC-TV Birmingham, AL**

Date(s) of Initiative Event(s): June 18, 2010 (actual) & June 14-25, 2010 (virtual)

Describe Nature of Initiative:

Job Fair for community members.

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

WBRC hosted a job fair (both virtual and actual) for community members. With the tough economic times, it served as an avenue for people to see what possible jobs were in the community. The estimated turnout was 1400-1600 people.

The vendors were various organizations around the community with varying open jobs. All employers present are listed below.

Alabama Army National Guard, AARP, Physicians Mutual, Carmax, Tameron Honda/Hyundai, Aflac, Alabama Dept of Corrections, Aerotek, Virginia College, Staellites Unlimited, Community Coffee, Culinard, Rent-A-Center, American Shingle, Collegiate Admissions & Retention Solutions, CGI, Navy Recruiting

Names of Station Personnel involved in Initiative:

Elon Meadows – Web Account Executive – Coordinator  
Various sales and news department staff

**DESCRIPTION OF SUPPLEMENTAL OUTREACH INITIATIVES  
WBRC-TV Birmingham, AL**

Date(s) of Initiative Event(s): November 2 & 16, 2010

Describe Nature of Initiative:

Career Fair

Describe Scope of Broadcasters' Participation (including names of any other sponsoring or participating organizations):

Attended two career fairs at Jefferson State Community College (Jefferson and Shelby County campuses). Spoke with attendees about current full time, part time and internship opportunities.

Names of Station Personnel involved in Initiative:

Felicia Rylee – Admin Asst/EEOC Coordinator, David Crouch, LSM